

Organ plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

The Store That Always Has Something Interesting to Show Is Always Busy

There's Nothing That Will Add More Honor and Praise to this business than to have efficient people attending to it.

What do you suppose dissatisfied visitors or customers say to their friends if, when they go away, they have only discreditable words to speak of the attendants they met when here?

If they only would say their criticisms to the chief reception doorman, at the Chestnut Street or Juniper Street doors, on the west, would it be like this:

"The man we met at the counter was either surly, sick or a slacker, for he paid so little attention to us that we do not know whether he was asleep or awake."

"The woman we saw was too busy to attend to us, as she was in the act of putting powder on her nose."

No one can calculate the business losses arising from the carelessness of some unthinking clerks.

[Signed]

John Wanamaker

April 6, 1921.

WHEN you have an accident with your eye-glasses, it is comforting to know that they can be repaired quickly and correctly in the Optical Goods Store on the Main Gallery, Chestnut. A little elevator runs from the Chestnut Street door to this gallery.

A New Slipper Pump of Midnight Blue Kid

It seems to fill a long-felt need—this pretty slipper-pump of darkest blue kid. The very foot-ear for afternoon toilettes of dark blue satin, silk or tricolette.

Fashioned with one strap, buttoning over the instep, slender pump, dainty turned sole and very low heel. And please remember that it is midnight blue—not an "off" or bright color. The price is \$15.

(First Floor, Market)

Fine Mocha Handbags at Lowest Prices in Years

Mocha of that beautiful, velvety quality which is so easily distinguished from the inferior kind.

In delightful spring and summer shades of beaver, tan, gray and mouse.

Two shares, one at \$7.50 and the other at \$8.50.

(Main Floor, Chestnut)

Women's Chamois Lisle Gloves, 65c and \$1 a Pair

At 65c a pair are short chamois lisle gloves in black and buck, with two clean fastenings.

At \$1 a pair are slip-on gloves in white, mode, pongee color, beaver, buck and chamois color; some with elastic wrist.

(West Aisle)

The Season for the Georgette Blouse

Two of the best among the many new styles in these blouses are one with a square bib effect of lace in the front and a square neck, slip-on fashion at \$10.50, and another made with a Tuxedo collar and front of embroidered and lace-trimmed net at \$10.85.

Both of these pretty models can be had in either white or flesh-colored Georgette crepe.

(Third Floor, Central)

New Tubular Skirt Patterns in Wool Jersey

Which means that the wool Jersey is knitted in one piece without seam and is only waiting for the belt and hem to turn it into an exceedingly pretty sports skirt.

Also, the wool Jersey is two-toned and the reverse color shows in the border pattern. This is the first time we have had these skirt patterns. They come in a number of sports colorings and are \$8 a pattern.

(First Floor, Chestnut)

Girls' Plaid Skirts to Wear Now

Many girls like to wear these pretty plaid skirts in the Spring with their separate sports jackets or sweaters.

These new models are of soft wools in any number of pleasing colorings and patterns, and some are box pleated, others knife pleated, and some have side pleats.

\$23.50—in 25 to 29 inch waist—lengths and 32 to 34 inch lengths.

(Second Floor, Chestnut)

Non-Twist Tape

It is in white or black, comes in widths from one-half to one inch, and will be useful for any number of purposes. Two-ve-yard pieces—1c to 2c.

(Main Floor, Central)

In Millinery, America Is Glad to Follow Paris

and so when Paris says, as she has for this Summer, that large hats, flower trimmed, are correct, we are very glad to follow the mode.

New and lovely flower trimmed hats from our own workrooms are to have their first showing tomorrow morning. They are charming hats, of fine and fancy straws, in light and dark colors, and are wreathed with all sorts of gay and colorful garden and field flowers.

Each hat is different—interesting—and lovely.

Prices start at \$18.

(Second Floor, Chestnut)

New and Interesting Jade Ornaments

Some on cords, and others to be worn as separate pendants, are among the new things in the Jewelry Store. The jade, of course, is imitation, but is of unusually attractive color, and the pendants are carved in artistic and effective designs.

Separate ornaments are \$3.50 to \$10.

Imitation jade pendants on black silk cords, some with rhinestone slides, are \$3 to \$12.

(Jewelry Store, Chestnut)

The Favorite Silk Store of Three Generations

In her young days Grandmother bought her silks at Wanamaker's. And kept on buying them here all her life. Her daughters and granddaughters have followed her footsteps. Silk fashions have changed, but still women know that the best, the absolutely dependable silks, are to be bought at Wanamaker's.

A poor silk is a dear purchase at any price. We are less interested in advertising sensational price offerings than in doing a steady day-in-and-day-out good business in all dependable qualities of silks approved by fashion.

It nearly always happens that people who "go elsewhere" to examine other highly-advertised silks, come back to buy at Wanamaker's.

And this applies to all the good and fashionable silks of the season, in any shade and texture!

(First Floor, Chestnut)

CHINESE reed sewing baskets are ready for the porchworkers. They are in three shades of brown and five sizes, are trimmed with rings, tassels and beads and cost 50c to \$2.75.

(Fourth Floor, Chestnut)

Says Dr. Frank Crane of the Ampico

"I do not know but I like the Ampico's reproduction of a pianist better than the same piece played by the artist's own fingers."

"For this reason: Because I can run it over and over—it is never tired—it plays when my, not his, whim dictates—it stops when I want it to stop—it is never offended—I am not called upon to applaud nor to think up new complimentary bromides—it repeats any phrase I wish and repeats it precisely as it was played the first time—it will operate in the middle of the night, if I choose, or at five in the morning, a time when no human performer would perform, and go at it as brilliantly and willingly as at 8 P. M.—and I do not have to sit in a crowded concert hall to listen, but can light my pipe and lie back in my easy chair—and altogether I rank the Ampico among my most subtle luxuries—almost good enough to be sinful."

This matchless reproducing piano, the Ampico, is to be found only in the Wanamaker Stores in Philadelphia and New York.

It has inspired and charmed many others than the well-known writer whose words are quoted above.

If you have never heard it, step into Egyptian Hall and let us demonstrate its fitness to be the musical instrument of your home.

You may have the Ampico in the Chickering, Schomacker, Haines, Marshall & Wendell, or the celebrated Knabe piano.

(Second Floor)

Nearly Every Householder Handles a Paint Brush

about this time of year! Furniture to be touched up, floors to be done over, walls to be re-tinted, old screens to be made new—not to speak of porches and roofs and even big jobs like whole houses to be done.

We sell the best paints in the world—the famous "S. W. P." paints, of strictly first grade.

They come in every form and preparation in which paint is used—inside and outside paints, enamels, varnishes, shellacs, wall washes and tints—everything!

Ask us for "S. W. P." for anything that needs painting, from cellar to roof. You cannot buy a better paint.

Brushes, too—15c to \$10.

(Fourth Floor, Market)

Hit-and-Miss Rag Rugs at Lowered Prices

Clean, well-made rag rugs with borders in various colors.

9 x 12 ft. \$14.50

6 x 9 ft. \$7.50

7 1/2 x 10 1/2 ft. \$10.25

Reversible wool rugs in light colorings and also at lowered prices.

9 x 12 ft. \$29

6 x 9 ft. \$17

8 1/2 x 10 1/2 ft. \$27

36 x 63 in. \$6.25

(Seventh Floor, Chestnut)

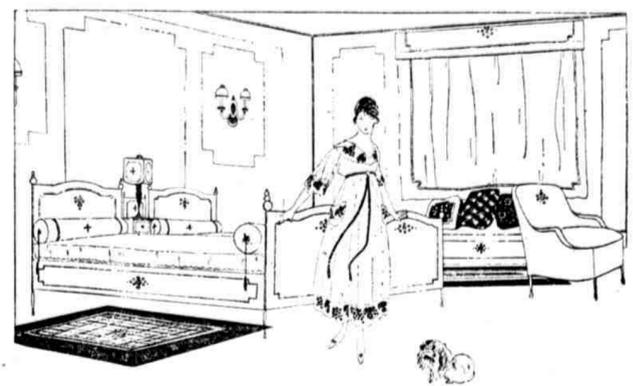
A Good Time to Get Imitation Ivory Toilet Articles

for we have some "seconds" that are marked at interesting prices.

There are mirrors, hair, hat, cloth and other brushes, puff boxes, hair receivers, pin boxes, pin trays, frames, cream and salve jars and soap boxes.

Prices begin at 20c and go to \$5.

(Main Floor, Chestnut)



The Great Sale of Fine Dining-Room and Bedroom Suits Is as Good Now as Ever

WE HAD so many suits of a pattern that for all practical purposes the variety will be as good tomorrow as it was when the Sale began.

We have sold a very large number of suits, but we still have a splendid selection of suits of the same types to sell, and they are marked 40 per cent below the market prices. They are suits of the finest kind, the stock on hand of four manufacturers who make no other kind. You have often heard of the kind of furniture that becomes a family inheritance; this is it.

As for the style, that is something anybody can judge, and anybody who is a judge can see that these suits are true and handsome interpretations of the various periods to which they belong.

They are in fine walnut and mahogany, many being in the antique finish that gives them an added elegance.

There has not been an opportunity to choose suits of this kind in such a variety at such a saving in years—if indeed there has ever been one.

(Fifth Floor, Chestnut)

Two New Books

"Man's Unconscious Spirit," by Wilfrid Lay, Ph. D., author of "Man's Unconscious Conflict." Price \$2. A discussion of spiritualism from the viewpoint of the psychoanalyst. The book contains original views on consciousness and the power of the unconscious.

"The Tragic Bride," by Francis Brett Young. Price \$2. The work of one of the younger writers, whose output has a definite significance and charm.

(Main Floor, Thirtieth)

To All Men With Spring Suits to Buy

As to quality in men's clothing, we have our own standard and there is none higher. All the Spring suits in our stock come up to it—all of them are of one brand—our own.

They are Wanamaker suits all over and through and through.

We will not have the Wanamaker name put on any suits but suits of the Wanamaker kind. In this policy there is nothing clever—it is just plain, old-fashioned common sense. There is in the Spring suits we are showing good, substantial value for the money they cost.

There is all the style that any man, or young man or youth can wish.

The prices for youths' suits are \$28 to \$40 and for the regular suits, \$32 to \$65.

Men, young men, youths, you can trust this Store to serve you as well as ever.

(Third Floor, Market)

Yes, Sir, \$2.35 Will Buy a Really Fine Shirt

That is, it will in this collection of odds and ends of Wanamaker shirts that are marked this low price for a clearaway.

Soft cut, plain negligé shirts of fine imported Manchester madras and other madras and unusually good quality percale.

All in attractive striped designs.

(Main Floor, Market)

Only Boys' Suits of the Best Kind

are good enough for the Wanamaker Boys' Clothing Store—and they are surely here.

Spring suits in a full selection of fancy fabrics and blue serges, excellently designed in Norfolk models and tailored and finished for looks, style and lasting service.

In sizes for boys of 8 to 18 years at \$16.50 to \$35.

(Second Floor, Central)

Charming Candlewick Spreads \$10 and \$11 Each

For a Colonial room, there is nothing more peculiarly appropriate than an old-fashioned candlewick bedspread.

It seems to bring back the very atmosphere of old Colonial days. These spreads are hand-tufted with candlewick, laundered and then bleached white in the sun.

These are a new lot that we are showing—in sizes for single and double beds—\$10 and \$11 each.

(Sixth Floor, Central)

In Oriental Rugs Opportunities Are Many and Good

Recent arrivals, with exceptional lots in regular stocks, combine to make the Oriental Rug Store a very interesting and attractive place these days.

Chinese rugs lately unbled, in beautiful blues and golden tans, are priced at \$115 for size 8.3x5.2 feet up to \$1165 for size 29x12 feet. Fine choice in between.

New Kermanshahs, splendid heavy pieces in soft, rich blue and ecru shades and in charming designs, \$295 for size 13x9 feet to \$1045 for 14.5x10.7 feet. A beautiful selection of pieces in between.

A miscellaneous group of carpets in our regular stock marked at wonderfully low figures consists of Anatolian Serapis and Bidjars in carpet sizes—10x6.9 feet up to 22.7x15.1 feet and priced at \$165 to \$1465.

Smaller sized rugs are here at extraordinarily low prices—Mosuls at \$35 to \$47 in sizes 3x6 to 4x7 feet. Kazaks and Daghestans, 4x6 to 5x7 feet, at \$57 to \$85. Chinese, 8.3x5.2 feet, \$115 and 2x1 to 4x7 feet at \$25 to \$85.

(Seventh Floor, Chestnut)

An Extraordinary Sale of Women's Underwear

4800 Summer Union Suits at \$1 Half Price and Less

This is one of the best pieces of news the Underwear Store has had to tell for years.

These are all fine, high-grade union suits from the foremost manufacturer in the country, whose label is in the goods. Fresh, perfect merchandise of the sort that is selling right now elsewhere at two to two and a half times the price we have marked it.

White and pink in two kinds of fabrics, fine ribbed plain lisle and mercerized lisle. Tops are with shoulder straps or bodice style. Sizes 34 to 44.

At \$1 a suit women will lay in supplies of these goods for the entire Summer.

Most of the West Aisle tables are given over to this Sale.

Also a Special Sale of Women's Stockings at Average Half

55c a pair for artificial silk in black, white and shoe shades.
\$1.15 a pair for full-fashioned black and white silk with cotton tops; first and second grades.
\$1.55 a pair for full-fashioned silk to the top in black and colors, the colors second grade.
\$2 a pair for full-fashioned silk to the top in black.

And the Following Goods at Average Half Price

Women's Underwear	Children's Stockings
Cotton vests, bodice style, at 20c.	White and colored mercerized socks with fancy tops, 35c, three pair for \$1.
White ribbed cotton and lisle vests, at 25c; extra sizes, 30c. "Seconds."	Three-quarter hose in white with fancy colored striped tops, mercerized cotton, 50c a pair.
Pink cotton bloomers, 35c, three for \$1.	Heather mixed, Derby ribbed three-quarter sports hose of mercerized cotton, with turnover tops, 55c a pair.
White ribbed cotton union suits, 50c.	
Children's Underwear	
Ribbed cotton vests at 12 1/2c.	

(West Aisle)

Speaking of Moderate Prices on Women's Coats

There are at least fifteen good styles in fine all-wool velour, tricotine and bolivia between \$37.50 and \$67.50.

Nor is a woman limited to coats alone; a number are wraps, and there are even capes between these prices. They have many of the newest fashion features, such as long silk fringe, embroidery, round collars, others gathered or with long scarf ends.

As for colors, one may have a choice from navy or Copenhagen blue, tan and black. Many of these coats are entirely silk lined.

(First Floor, Central)

The "Wimbledon," That New Sports Coat for Young Women

is here again—the first lot we had is entirely gone!

It is a smart new sports coat of velvety, full length, and in a distinctive new model.

It is a straight and youthful affair with an attractive new high collar, which like the front and sleeves, is bordered by stitching of contrasting color. A narrow belt defines the waist-line.

It comes in the most popular Spring colors—Hindustan brown, the new caramel color, Sorrento and navy blue, and is lined throughout with a harmonizing silk.

Price \$65—and 14 to 20 year sizes.

(Second Floor, Chestnut)

Such Slip-On Sweaters Women Are Asking For

Quite a number of new styles are arriving of this kind and you may have either the V-neck or the round, high neck that looks so well with Peter Pan collars.

They are of lightweight wool and alpaca wool, easily stretched, and finished with a belt or sash of the same. They are very nice sweaters for sports wear and come in good colors. \$10, \$13.50 and \$16.50 are the prices.

(First Floor, Central)

Exquisite Embroidered Flouncings Once More From St. Gall

It has been over a year since we have received any of these wide flouncings, and not since before the war has the price been so low.

On fine organdie or batiste, with beautiful patterns that look like hand embroidery. They are 42 inches wide and only \$1.50 a yard. Especially nice for graduation dresses and for women's lingerie frocks.

(First Floor, Chestnut)

The Tiny Girl Loves a Parasol

And, now that the good outdoor weather has started, we have any number of requests for these pretty little sunshades.

They are ruffled and plain, just like grown-up parasols, and are in flowered cotton, silk and cotton materials and all silk, 75c to \$5.

(Main Floor, Market)

A Good Time to Get Imitation Ivory Toilet Articles

for we have some "seconds" that are marked at interesting prices.

There are mirrors, hair, hat, cloth and other brushes, puff boxes, hair receivers, pin boxes, pin trays, frames, cream and salve jars and soap boxes.

Prices begin at 20c and go to \$5.

(Main Floor, Chestnut)